

CENTRAL INTELLIGENCE AGENCY

INFORMATION REPORT

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COUNTRY Indochina

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SUBJECT Recent Change in Democratic Republic
of Vietnam Propaganda Policy
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1. In early January 1953, the Democratic Republic of Vietnam (DRV) changed its propaganda policy. Instead of attacking the capitalists, it is now focussing its propaganda on "resistance and independence", and is being very careful to avoid any fallacious statement that could later be prejudicial to the prestige of the government. For example, nothing is said about a general offensive.¹
2. During a National Conference in late 1952, Truong Chinh, Secretary General of the Lao Dong Party, pointed out the usual mistakes in DRV propaganda: calumny and fallacious promises. Since that time, the DRV has changed not only its propaganda line, but the methods of implementing propaganda. It has now assigned special agents from the Ministry of the Interior to do propaganda work among the people, since it has been found that agents not specializing in propaganda are not effective in this type of work.

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1. Comment. Presumably because the DRV is not yet ready for a general offensive.

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